



## SAS BRAND GUIDELINES

MAY 2025

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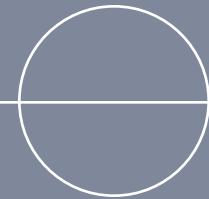
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# 1.0 SAS Brand Identity

This guide outlines the elements that, collectively, create the SAS brand. Together, we can create consistent creative communications that reflect our brand personality.



## Welcome to the SAS Brand Guidelines

The SAS Brand design system is the foundation of all design representing the SAS brand. Our system includes design principles that are visible across the full customer journey. This guide is specifically dedicated to creating an integrated customer journey that draws customers into the primary brand experience: our products. Filament, our product design system, provides further details on applying the principles in a product environment.

Our design philosophy, "Clarity With Impact," reflects our commitment to innovate and to transform both industry and society. The distinct visual language presented in this guide will help you express that philosophy consistently through expressions that are intuitive, smart and inspiring.

This guide is to support you in joining designers dedicated to the creation of a unified SAS brand experience at every touchpoint. Consistent use of our design language enables us to build a brand that is uniquely and unmistakably SAS.

# Clarity With Impact

We create work that champions the following design principles:

## BOLD

We design to express our innovation and leadership.

## ACCESSIBLE

We make technology and ideas approachable.

## DYNAMIC

We visualize dimension, momentum and speed.

## RELEVANT

We are empathetic and understanding.  
We design for human needs.

## The S-mark

The paired crescent shapes in the SAS logo are referred to as the S-mark. It is a registered trademark of SAS and must appear with the registered trademark symbol.

## The SAS word mark

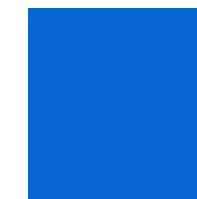
The SAS word mark is a registered trademark of SAS and must also be accompanied by the registered trademark symbol.

## The complete SAS logo

The SAS logo is only valid when its two components appear together. With very few exceptions, neither component stands alone. The two parts are registered and trademarked separately, and each requires a registered trademark symbol.



The preferred color for displaying the SAS logo is SAS Blue.



**SAS Blue:**  
HEX #0766D1  
R7 G102 B209  
C90 M48 Y0 K0  
PMS 285

## Logo color variations

When displaying the logo in SAS Blue creates accessibility concerns, the logo should be displayed in Midnight.

If color printing is not possible, the logo should be displayed in black.

For applications where the logo will be displayed on a dark background, the SAS logo should be displayed in white.

**Any other color application is at the discretion of SAS and is not permitted without authorization.**



**Midnight:**  
HEX #032954  
R3 G41 B84  
C100 M69 Y8 K54  
PMS 295



**Black:**  
HEX #000000  
R0 G0 B0  
C60 M40 Y40 K100  
PMS BLACK 3



**White:**  
HEX #FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

## Required exclusion zone around the SAS logo

The buffer space required around the SAS logo is at least equal to the height of the S-mark. No other logos, images or text are allowed within this area. If the design doesn't allow for the recommended space around the logo, please send it for review to [sas.brand@sas.com](mailto:sas.brand@sas.com).



## Minimum display size of the SAS logo

For legibility, the SAS logo should be displayed at a minimum of .75" / 54 pixels / 19mm.



Contact the SAS brand team with any questions at [sas.brand@sas.com](mailto:sas.brand@sas.com).

## Please do not:

- Use the logo in-line with other text.
- Remove trademark symbols.
- Alter the proportions of the logo.
- Use pixelated or low-resolution versions of the logo.
- Encompass the SAS logo within another shape or image.
- Separate any parts of the SAS logo.
- Apply effects or filters to the SAS logo, such as a drop shadow or emboss.
- Recolor the SAS logo.
- Store the logo for multiple uses without permission.
- Display the SAS logo without sufficient contrast from the background.



**sas software was...**

Do not use the SAS logo in-line with text, such as in a title or body copy. The text "SAS" should be used instead.



**Ssas**

Do not apply a stroke to the logo.



**Ssas**

Do not incorporate the SAS logo into a shape that does not have the required exclusion zone.



**Ssas®**

Do not apply effects or filters to the logo.



**S** sas

Do not separate the S-mark, wordmark or tagline (if applicable) or use individual parts of the SAS logo.



**Ssas**

Do not distort the logo. Please maintain the original proportions when resizing.

## Appropriate use

Limited space and responsive environments can make it necessary to distill a brand's identity to its most essential form, which is often a single letter or mark. The S-mark may only stand alone if the available space cannot accommodate the full SAS logo.

Appropriate uses include app icons, isolated in software interfaces and favicons.

The S-mark should not be used as a design element, incorporated into a product name or altered in any way.

**All uses require authorization and follow the same application guidelines of the complete SAS logo. Please email [sas.brand@sas.com](mailto:sas.brand@sas.com) for additional guidance and authorization.**



The SAS Viya logo was developed to reinforce our brand and complement our corporate logo. All promotions for the latest release of SAS Viya should use this logo.

To ensure consistency in our marketing materials, SAS Blue is the preferred color for the wordmark and icon. Midnight is also acceptable to meet accessibility standards on light backgrounds. For dark backgrounds, display the SAS Viya mark in white.

The SAS Viya logo is applied with the same care, consistency and guidelines as the corporate logo.

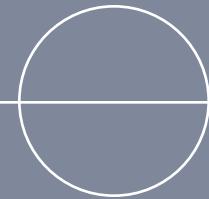
Do not use the SAS Viya logo when the SAS corporate logo is already displayed prominently.

Do not use the SAS Viya logo when the words “SAS Viya” are included prominently in a headline or title.



## SAS Viya in copy

SAS Viya should be written in title case in all contexts. First and prominent references should include registered trademarks.



## 2.0 SAS Colors

Before reading a single word, color can convey a brand's tone and energy. Consistent application of color increases brand recognition and establishes a trusted user experience.

## Boldly blue

The SAS Core Palette embraces our history and creates a canvas for an even brighter future. The foundation of our visual brand, the core colors deliver distinctive and consistent visuals throughout the customer journey.

SAS Blue serves as the primary color across all SAS experiences. Additional colors are used sparingly and purposefully.

Every visual experience is grounded in ample whitespace, allowing SAS Blue and secondary colors to offer contrast and sophistication.

### PRIMARY COLOR

#### SAS Blue

HEX #0766D1  
R7 G102 B209  
C90 M48 Y0 K0  
PMS 285

### NEUTRAL GROUP

#### Black

HEX #000000  
R0 G0 B0  
C60 M40 Y40 K100  
PMS BLACK 3

### SECONDARY GROUP

#### Midnight Blue

HEX #032954  
R3 G41 B84  
C100 M69 Y8 K54  
PMS 295

#### Medium Blue

HEX #4398F9  
R67 G152 B249  
C56 M32 Y0 K0

#### Light Blue

HEX #C4DEFD  
R196 G222 B253  
C22 M8 Y0 K0

#### White

HEX #FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

Used solely in conjunction with our Core Palette, Accent Colors can be utilized to evoke emotion and enrich storytelling. They are primarily used in campaigns, events, imagery and presentations.

Each Accent Color group is defined by three shades of a single hue to allow dimension. The four colors – yellow, red, teal and green – are always used as accents within the context of the Core Palette.

Because the colors are optimized for a digital experience, we recognize that maintaining the vibrancy of our colors is not always possible in printed materials. To ensure the essence of the brand endures, consider adjusting the proportions of the colors.

When incorporating Accent Colors, our work should always be representative of the SAS brand. Start with the following principles:

#### **Lead with whitespace.**

Whitespace isn't always white. Use negative space thoughtfully, and avoid cluttering compositions with excessive design elements.

#### **SAS Blue should be the commanding color.**

The Core Palette should be the foundation of every composition.

#### **Limit accents to one Accent Color group.**

To preserve the influence of our Core Palette, avoid incorporating Accent Colors from more than one group.

#### **YELLOW GROUP**

**Deep Yellow**  
HEX #D9A30B  
R217 G163 B11  
C3 M28 Y97 K9

**Yellow**  
HEX #FFCC33  
R255 G204 B51  
C1 M16 Y83 K1

**Light Yellow**  
HEX #FFDF73  
R255 G223 B115  
C2 M9 Y63 K1

#### **RED GROUP**

**Deep Red**  
HEX #CC2D2D  
R204 G45 B45  
C3 M91 Y86 K6

**Red**  
HEX #F24949  
R242 G73 B73  
C0 M80 Y66 K0

**Light Red**  
HEX #FF9999  
R255 G153 B13  
C0 M44 Y24 K0

#### **TEAL GROUP**

**Deep Teal**  
HEX #06C1CC  
R6 G193 B204  
C65 M1 Y17 K0

**Teal**  
HEX #3ADBE6  
R58 G219 B230  
C48 M0 Y12 K0

**Light Teal**  
HEX #79E8F2  
R121 G232 B242  
C37 M0 Y8 K0

#### **GREEN GROUP**

**Deep Green**  
HEX #29B869  
R41 G184 B105  
C68 M0 Y73 K0

**Green**  
HEX #36D982  
R54 G217 B130  
C50 M0 Y50 K0

**Light Green**  
HEX #79F2AF  
R54 G217 B130  
C35 M0 Y31 K0

## The Viya Color Palette is grounded in SAS Blue.

To differentiate the promotion of SAS Viya, accents of Viya Pink are always included to reflect the dynamic insights garnered from the product.

As with applying the Core Palette, every visual experience embraces ample whitespace, to create contrast and uncluttered sophistication.

Colors from the SAS Viya Pink Group are never incorporated in compositions that include Accent Colors.

### PRIMARY COLOR

**SAS Blue**  
HEX #0766D1  
R7 G102 B209  
C90 M48 Y0 K0  
PMS 285

### SECONDARY GROUP

**Midnight Blue**  
HEX #032954  
R3 G41 B84  
C100 M69 Y8 K54  
PMS 295

**Medium Blue**  
HEX #4398F9  
R67 G152 B249  
C56 M32 Y0 K0

**Light Blue**  
HEX #C4DEFD  
R196 G222 B253  
C22 M8 Y0 K0

### NEUTRAL GROUP

**Black**  
HEX #000000  
R0 G0 B0  
C60 M40 Y40 K100  
PMS BLACK 3

**Slate**  
HEX #7E889A  
R126 G136 B154  
C35 M14 Y11 K35  
PMS 7544

**White**  
HEX #FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

### VIYA GROUP

**Dark Viya Pink**  
HEX #850D4A  
R133 G13 B74  
C18 M95 Y22 K32

**Viya Pink**  
HEX #DB127D  
R219 G18 B125  
C9 M100 Y14 K0  
PMS 219

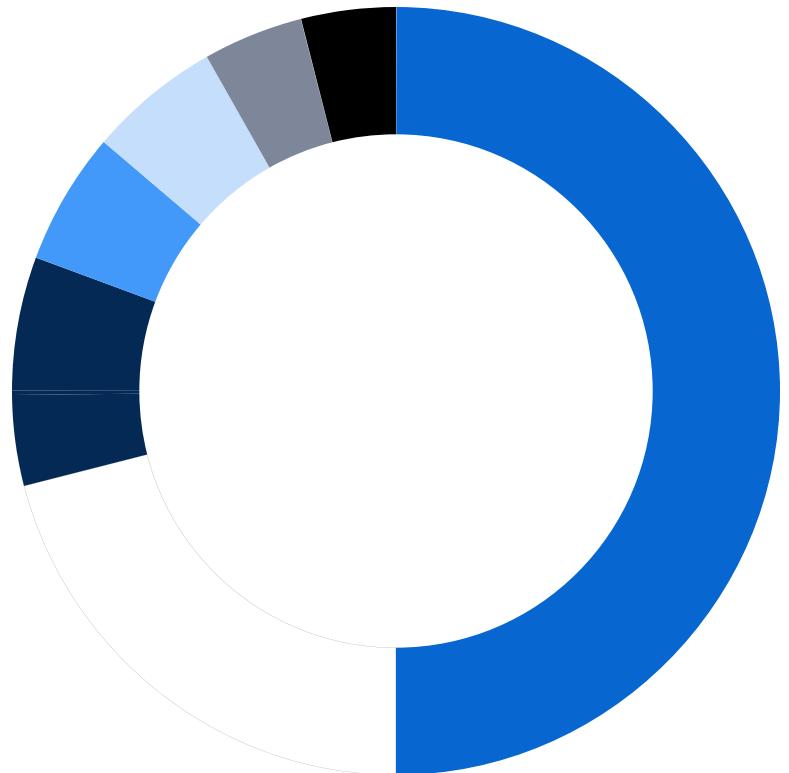
**Light Viya Pink**  
HEX #FF66B2  
R255 G102 B178  
C5 M62 Y2 K0

# Color Proportions

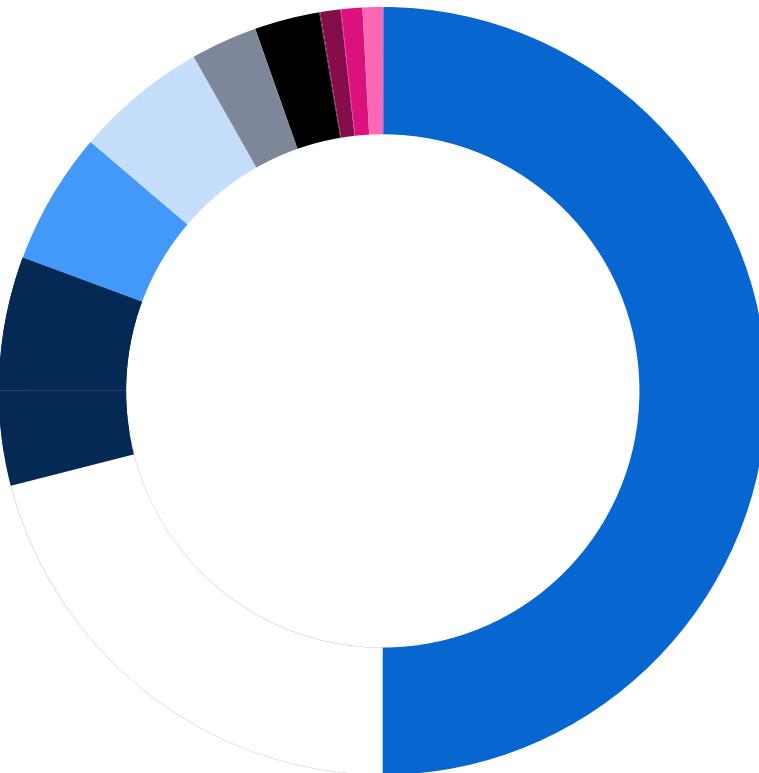
2.0 SAS COLORS

The proportions displayed below represent the priority that should be given to specific colors within palettes, not the absolute measures of each color within a composition.

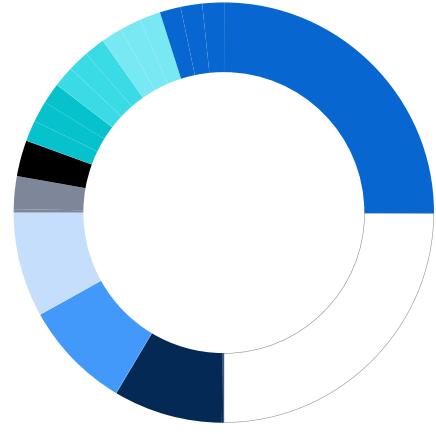
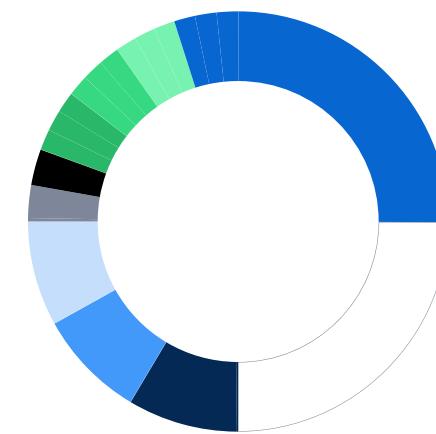
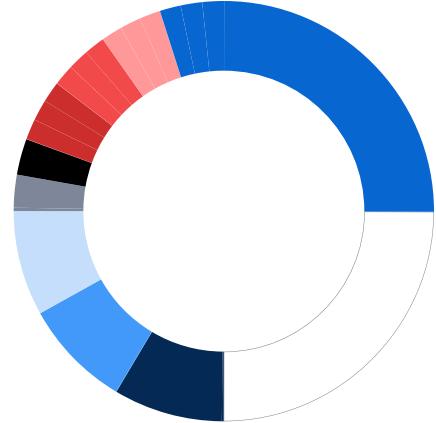
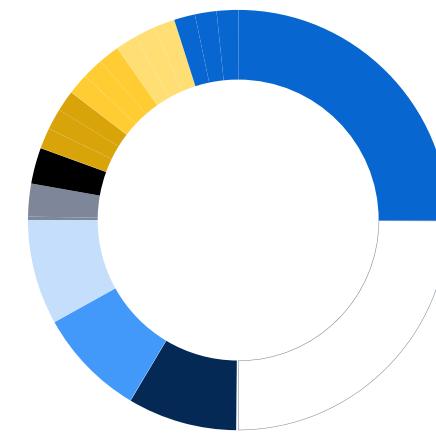
PRIMARY COLOR PALETTE



SAS® VIYA® PALETTE



ACCENT COLORS





With its geometric roots, global versatility and charming details, Anova represents the SAS personality through letterforms.

Developed exclusively for SAS, the typeface bolsters our approachable personality and effortless authority in the analytics industry. It is used in our marketing materials, web properties, presentations and products.

Anova is precision engineered for readability and optimized for accessibility, especially in smaller sizes required for data visualizations. The font family supports more than 200 languages.

Available weights:

- Light
- Light Italic
- Regular
- Regular Italic
- Bold
- Bold Italic

To access Anova, visit the [typography page](#) on the brand site for more information.

# Meet Anova.

We believe curiosity is at the heart of human progress.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789!@#\$%^&\*()\_+{}!:;"<>?

## Alternative typeface

When a system font is required or Anova is not available, we deploy Arial. Current uses include emails and Microsoft Office applications other than PowerPoint.

## Headlines

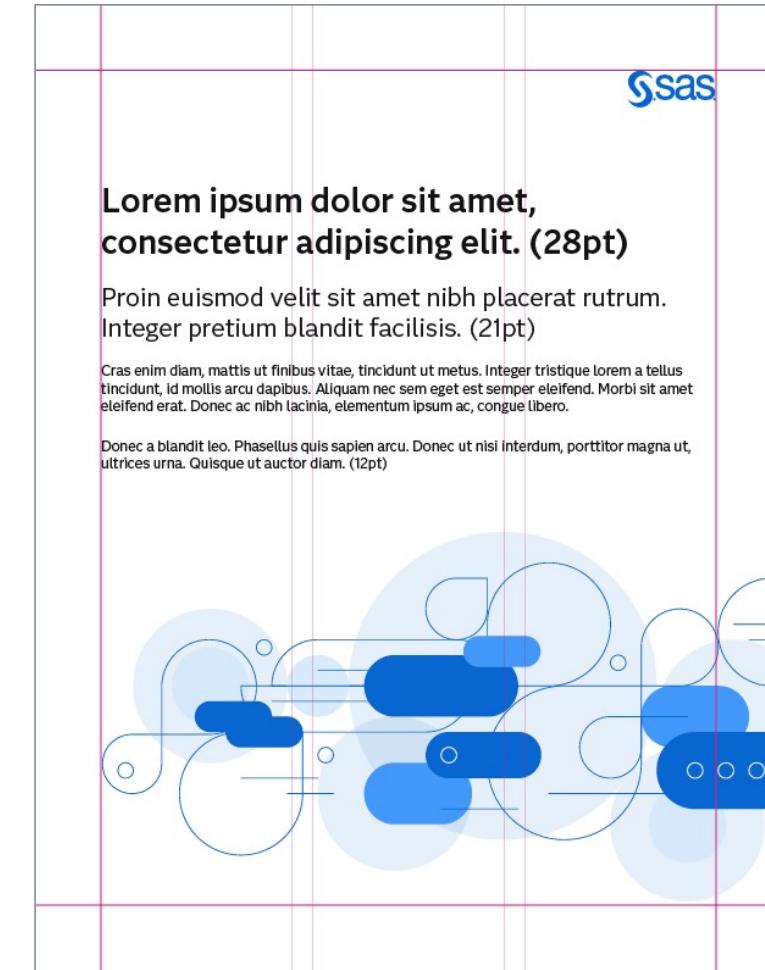
Use Anova Bold in sentence case for most applications. The tracking should be set to 0. All headlines should be set left-justified, ragged right, and the leading should be 120% of the type point size.

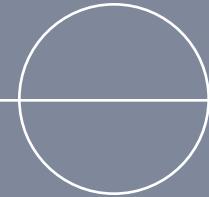
## Subheads

Subheads are set in Anova Regular. A typical calculation of the text point size is a ratio of .75x of the headline size.

## Margins

Margins should be .75" and equal on all sides whenever possible





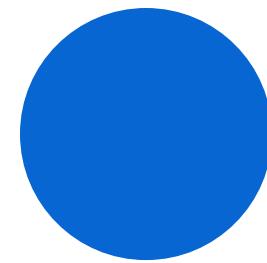
## 4.0 Graphic Elements

Through the consistent and intentional application of graphic elements, we're able to establish hierarchy, direct interaction and delight – while reinforcing our brand.

Our core shape language empowers the construction of consistent visual experiences when applied to a grid-based foundation.

The SAS Brand Shape language features rounded edges for fluid, dynamic designs. The curved edges are human and recall the shape of our S-mark.

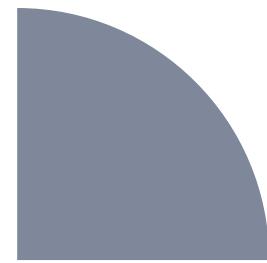
By combining and arranging shapes in precise and bold ways, we're able to create relevant visuals that enhance the stories we share.



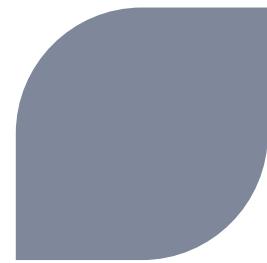
CIRCLE



SEMICIRCLE



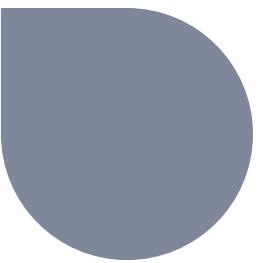
QUADRANT



BLADE



BAR



DROP

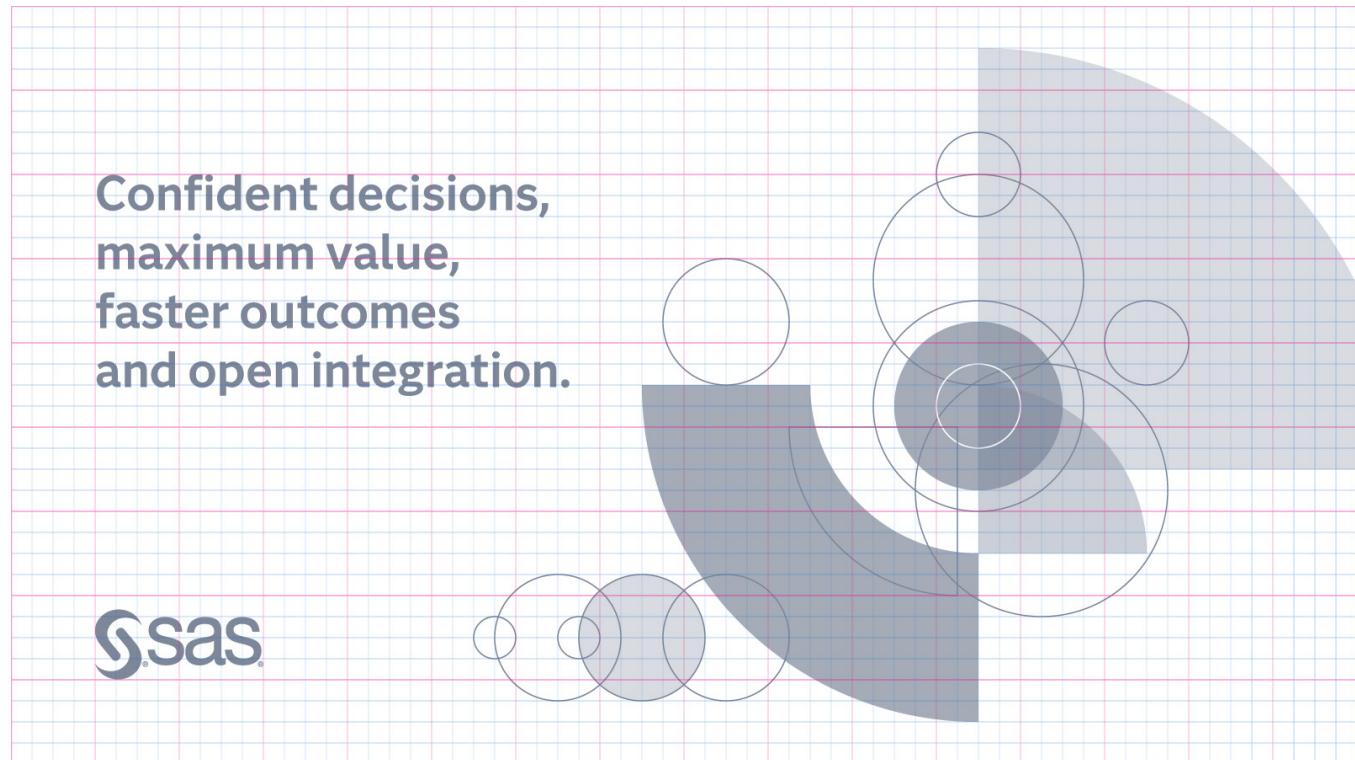
# Working with Shapes on a Grid

4.0 GRAPHIC ELEMENTS

All shape compositions are developed on a 1x1 grid to ensure precision placement and a well-structured design.

Regardless of the core shapes used, aligning and sizing them on a grid will create uniformity and continuity between design compositions.

To foster the clarity we wish to convey in our visuals, all elements – including shape compositions, photography, icons, illustrations, text and our logo – must be placed with purpose and intention.

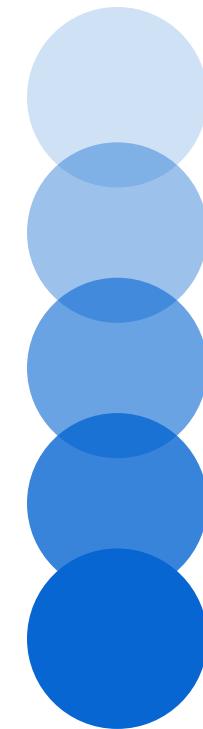


# Rules for Working with Shapes

## 4.0 GRAPHIC ELEMENTS

While we favor solid shapes to embrace our philosophy of being bold, transparency can be used to communicate meaning such as transition or speed.

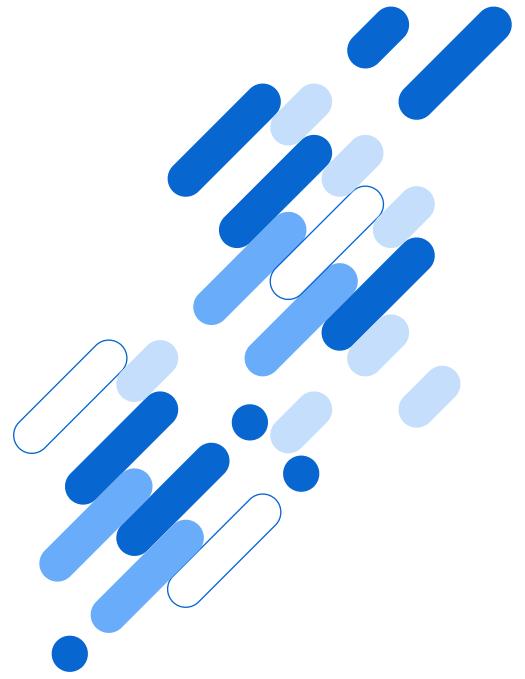
Shapes may be overlapped or combined to create composite shapes to indicate complexity, motion or speed. Embrace opportunities to overlap solid shapes to establish whitespace.



Strokes may be applied to unfilled shapes, if essential to the visual story or to emphasize filled shapes. The stroke weight should be the minimal weight needed for clearly communicating intent and should be relative to the final display size.

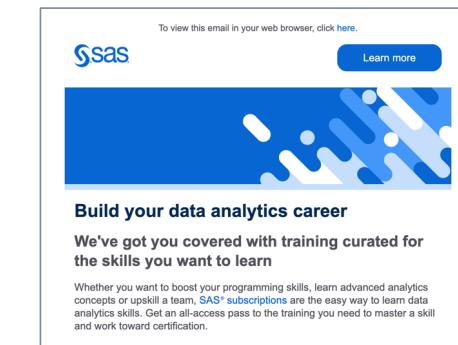
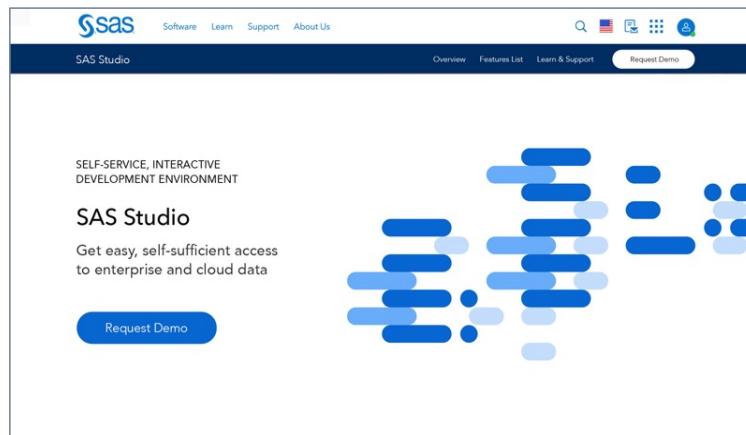
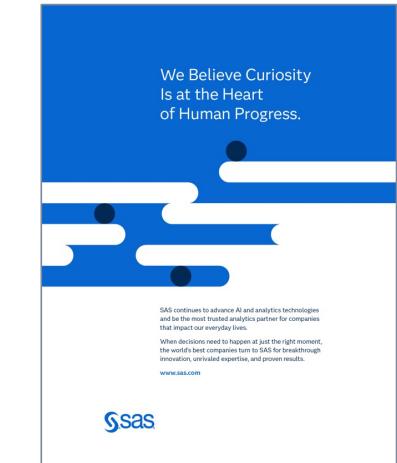
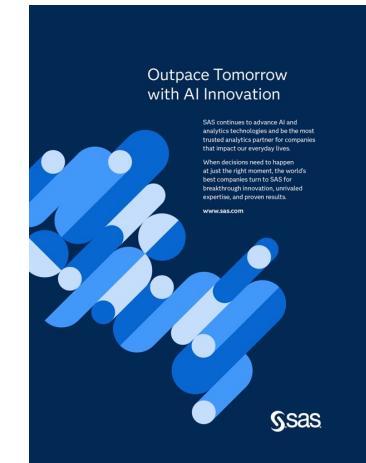
Shape compositions may be rotated on a 45-degree angle to direct the eye and imply motion.

All compositions should include a circle, to reference our foundational form.



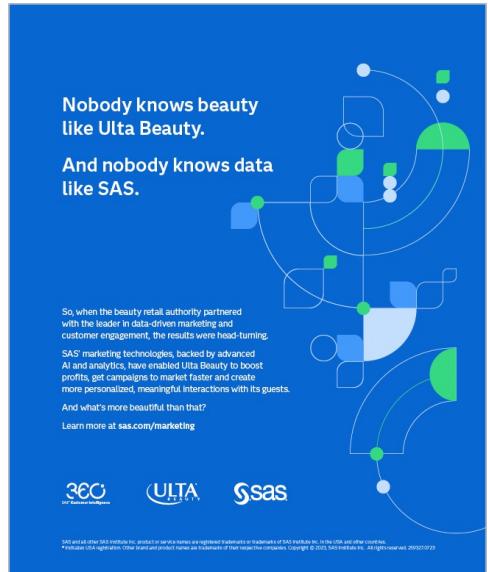
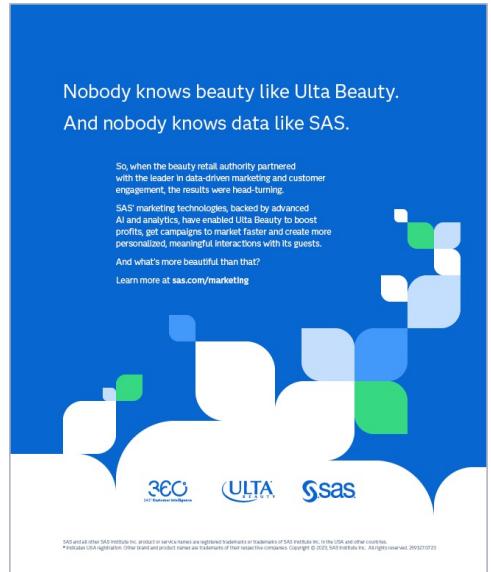
# Shape Composition Examples (Core Brand)

4.0 GRAPHIC ELEMENTS



# Shape Composition Examples (Accent Colors)

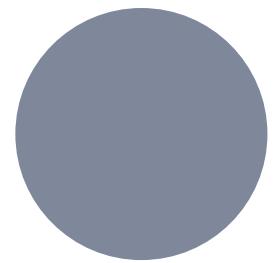
4.0 GRAPHIC ELEMENTS



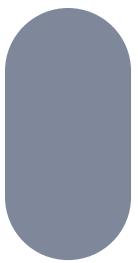
The Viya shapes are intentional selections from our core shape language. Often, these shapes are assigned specific meaning in the story of our technology. Because the SAS Viya identity utilizes shapes from the SAS core brand, there is a natural transition from the core brand to Viya experiences.

The SAS pink square is a distinctive brand asset that represents the powerful insights SAS technology provides our customers. Together, these shapes can be used to reflect the process of turning data into an impactful decision.

Exclusive to the Viya identity, the pink square should be incorporated into all SAS Viya promotions specific to the technology. It's essential that only one pink square be incorporated in any composition.



CIRCLE



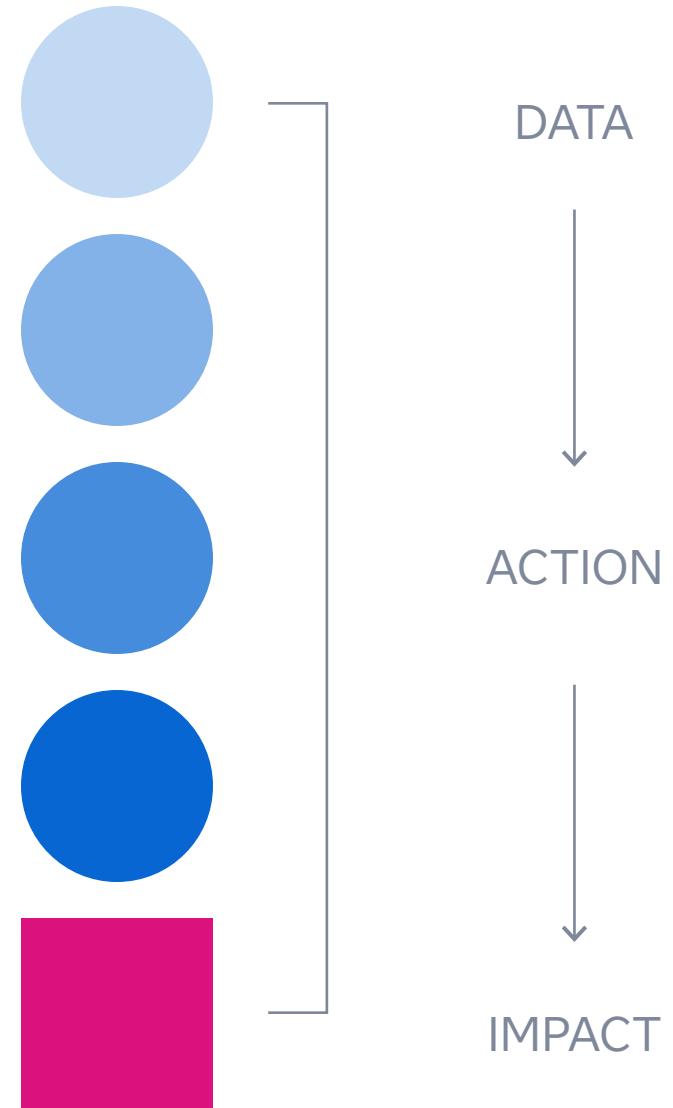
BAR



SQUARE

All SAS Viya visualizations should support the message that our technology takes users from a billion points of data to a single point of view.

Shape compositions should create a sense of movement and speed, and reflect the process of information, represented by circles, flowing into the destination, which is designated by a single pink square.



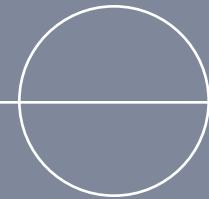
# Shape Composition Examples (SAS® Viya®)

4.0 GRAPHIC ELEMENTS

When compared to core brand application, the scale of the shapes used in SAS Viya compositions is smaller, allowing for more intricate storytelling and symbolizing the technical complexity of our users' environments. Line work may be incorporated to depict complex models.

As the culmination point of the visual story, the pink square should never be obscured or be the smallest shape in the composition.





## 5.0 Photography

Still photography shows our human side. It allows us to embrace and represent the diverse world of SAS. Whether we want to represent people, places or things, we are always striving to create an emotional connection with empathy, innovation and optimism. Photography can also bring consistency to our brand material and give a premium feel to our work.

*What sets SAS apart as a brand is our industry expertise, our trustworthiness and our commitment to support our customers in meaningful ways*

We select images that reflect the daily personal experience of our customers and the world at large; scenes from work and life, relevant to culture and expressing the values of SAS. Images consistently affirm SAS' commitment to improve the human experience, our curiosity and partnership with our customers.

## Style

Candid, realistic and natural. Avoid images that feel intentionally staged. Images should convey a story. Look for pictures where faces are highlighted and well-lit.

Requirements for photography may shift depending on what is expected of the digital platform and stage of the customer journey. Seek dynamic and unexpected images that draw the audience in where it makes sense.

## Color

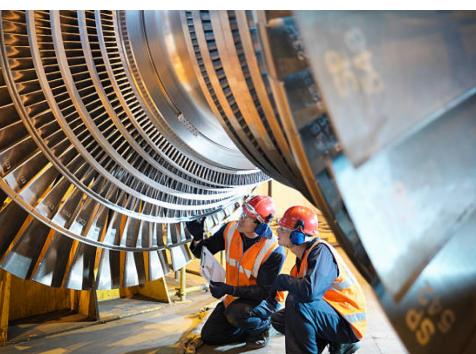
Warm, rich colors

## Settings

Believable and realistic

## Sources

[dam.sas.com](http://dam.sas.com), gettyimages.com, stock.adobe.com, original art direction



*The SAS Viya brand uses photography to capture our user's relationship with technology, expressing ease, teamwork, curiosity and delight*

When we develop software, we never lose sight of our user's experience. Photograph should capture the emotion of that experience and the sense of confidence that our software provides in real-life. Authenticity is extremely important. The subjects of the photograph should represent a diverse population and should not feel posed or staged.

## Style

Authentic and naturally lit, capturing real moments where subjects are actively engaged. Photographs are typically human centric not screen centric.

Requirements for photography may shift depending on what is expected of the digital platform and stage of the customer journey. Seek dynamic and unexpected images that draw the audience in as needed for performance.

## Color

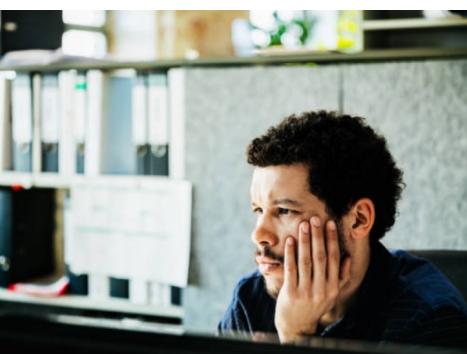
Warm, rich colors

## Settings

Believable and realistic, industry agnostic and modern

## Sources

[dam.sas.com](http://dam.sas.com), gettyimages.com, stock.adobe.com, original art direction



## *Data representation, world impact, business outcome*

We choose environmental, landscape and cityscape images that are unique, stunning in their beauty or unusual in composition. These pictures may or may not feature people. In most cases, these images will hint at representing data or data results.

## Style

Bird's eye views, unique angles, interesting visual perspectives. Unusual compositions, conveys geometric feel.

## Color

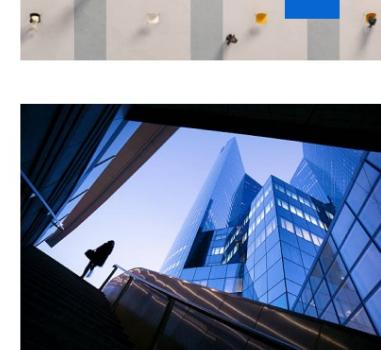
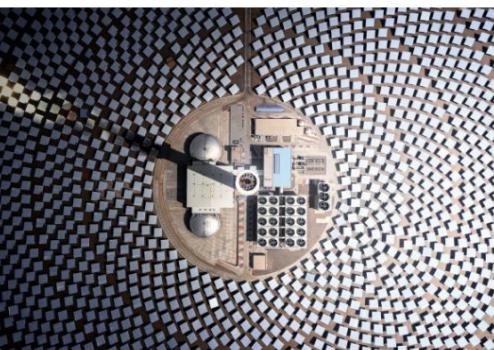
Rich, full color

## Settings

Architectural, natural landscapes, industrial landscapes, cityscapes

## Sources

[dam.sas.com](http://dam.sas.com), gettyimages.com, stock.adobe.com, original art direction



*Thought leadership, partnerships, human connection, success stories*

We have many needs for portraits, whether showing SAS employees, event speakers, etc.

## Style

Shallow depth of field, composition to be top of head to either top of torso or midway down torso. Shot straight on or three-quarter turn, may be shot at unique angles. Highlights unique personality. Created to be displayed off center, in a circle.

## Color

Rich full color

## Settings

Any environment

## Recommended Usage

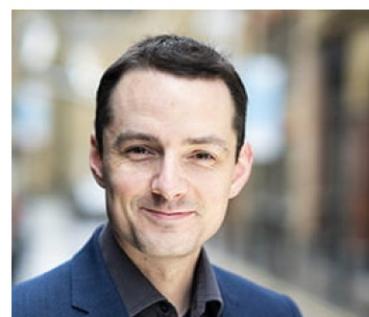
Leadership, promotional, customer quotes & testimonials

## Sources

[dam.sas.com](http://dam.sas.com), gettyimages.com, stock.adobe.com, original art direction,  
supplied by subject



Final crop



*Playful, immersive, brand connection & integration*

We have many needs for portraits, whether showing SAS employees, event speakers, etc.

## Style

Photo Illustration is a great way to make a unique statement. By using photography mixed with brand shape language, it is possible to convey a message that is more engaging than either art style alone.

**Note:** When using crops of people, always ensure parts of original environment are visible and integrated with graphic elements.

## Color

Rich, full color imagery mixed with shapes using core brand color palette. (Accent colors may be used in select instances.)

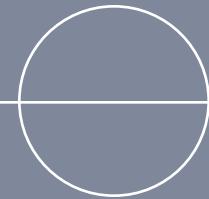
## Settings

Architectural, natural landscapes, industrial landscapes, cityscapes.

## Sources

[dam.sas.com](http://dam.sas.com), gettyimages.com, stock.adobe.com, original art direction





## 6.0 SAS Illustrations

Sometimes a photograph doesn't quite articulate the message. That's where illustration comes in. We use a range of illustrated graphic concepts to communicate SAS values – and the personality and emotion that are inherent to our brand. With color, texture and shape, we create curiosity, a feeling of promise and positivity that shows who we are.

Our icon collection has been designed to offer broad options for marketing applications and to establish specific icons to represent distinct concepts or subjects.

Icons play a supportive role in the brand system and should only be used where they add value and enhance clarity. They should never be the primary visual element or as decoration alone. As such, the icons are clean and minimalistic, with thin strokes and a limited color palette that allows for easy recognition without competing with other key visuals.

While we aim to keep the icon set focused and highly curated, there may be instances where a new icon might be needed. In such cases, please consult the full icon guideline document for detailed instructions.

**Full guidelines on using the SAS Brand Icons are available here:**

<https://brand.sas.com/en/home/brand-assets/design-elements/imagery.html>

## Sources

**SAS DAM Icon Collection:** <https://dam.sas.com>

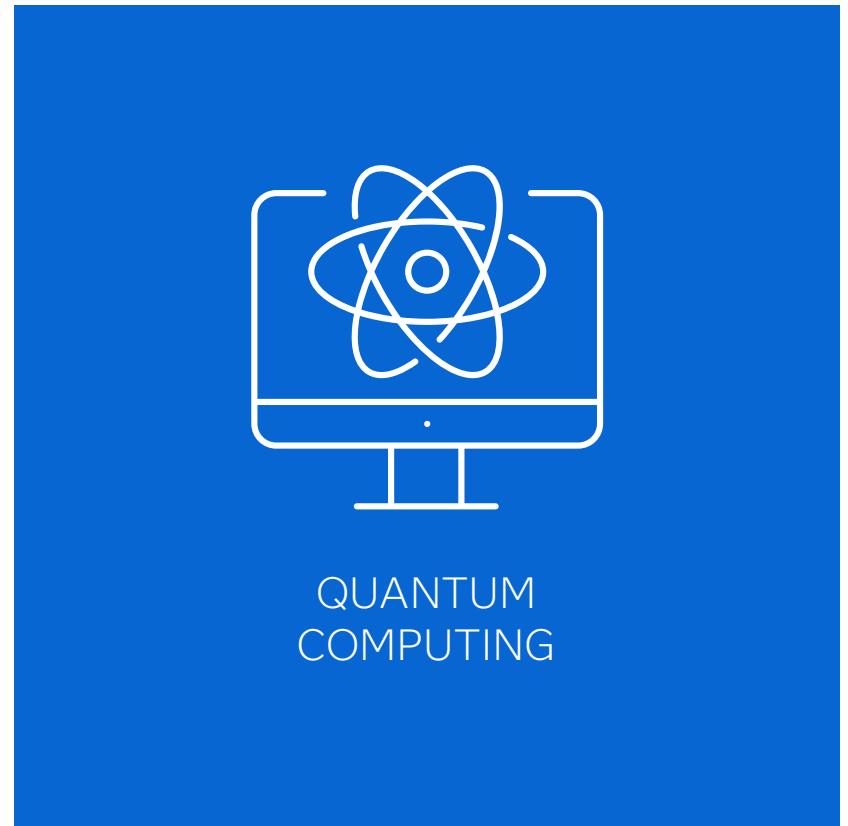
**The Adobe Illustrator file is available to designers only here:** [SAS Icon Master](#)

SAS corporate PowerPoint icons and resources are available under the SAS tab in the PowerPoint app on the New Presentation menu.

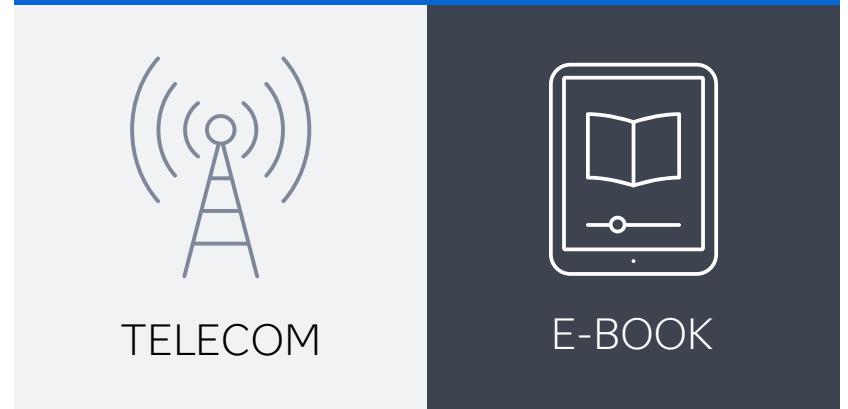
**Alternatively, all corporate PowerPoint resources and guidance are available here:**

<https://brand.sas.com/en/home/brand-assets/asset-overview/presentations.html>

For SAS product icons, refer to the [Filament Design System icon package](#), which is customized to deliver an optimal user experience in SAS products.



QUANTUM  
COMPUTING



TELECOM

E-BOOK

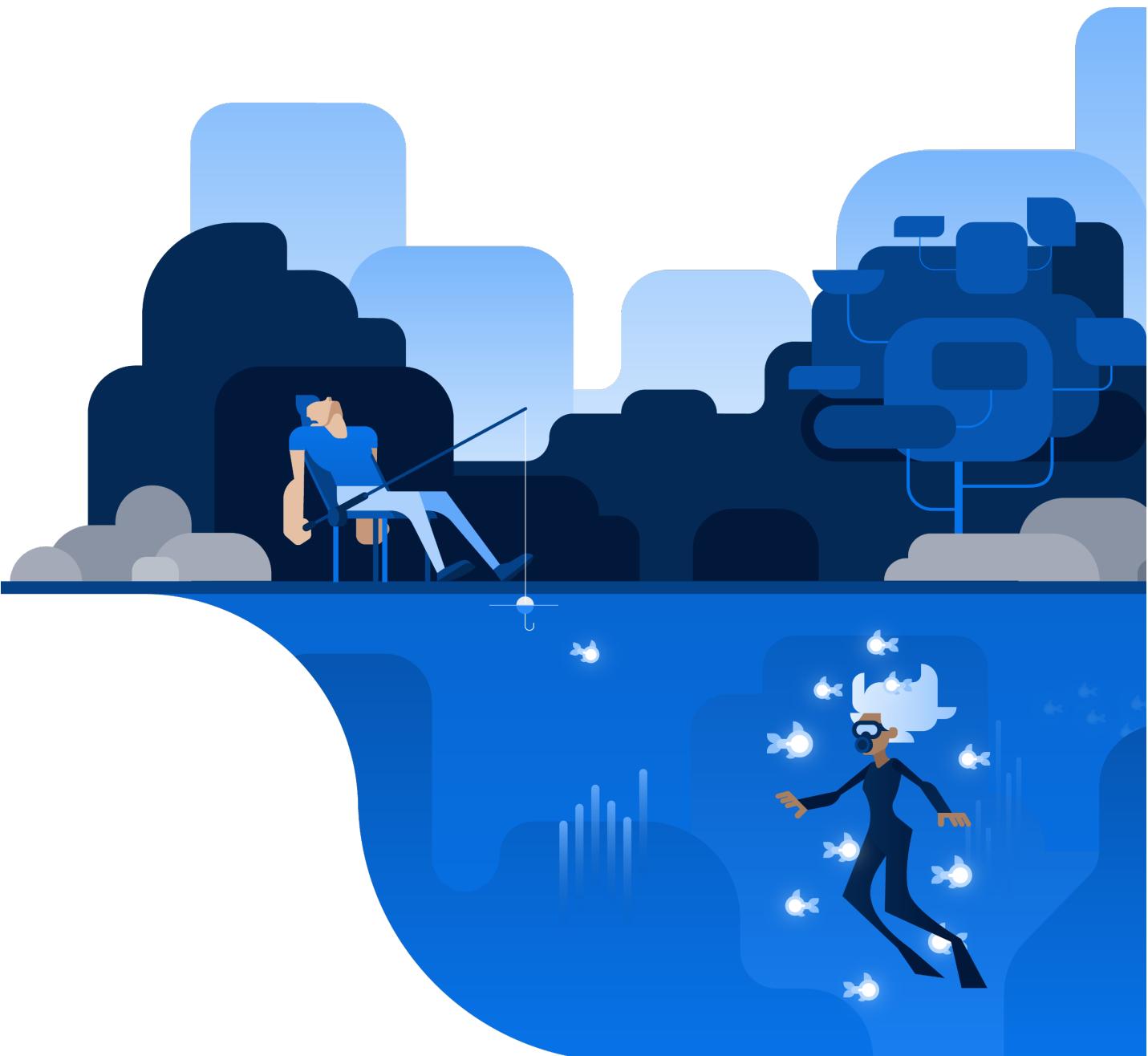
Flat illustration combines the full graphic language with the intentional use of the extended palette to create bold, evocative, story-driven imagery.

Composed on the grid, strong graphic shapes and sophisticated use of negative space are used in the construction and framing of the illustration. This allows it to integrate with text, creating a structured but fluid experience that surprises and delights.

Flat illustrations should be clean and elegantly composed with a clear hierarchy. It is most effective when the visual storytelling complements the messaging and vice versa.

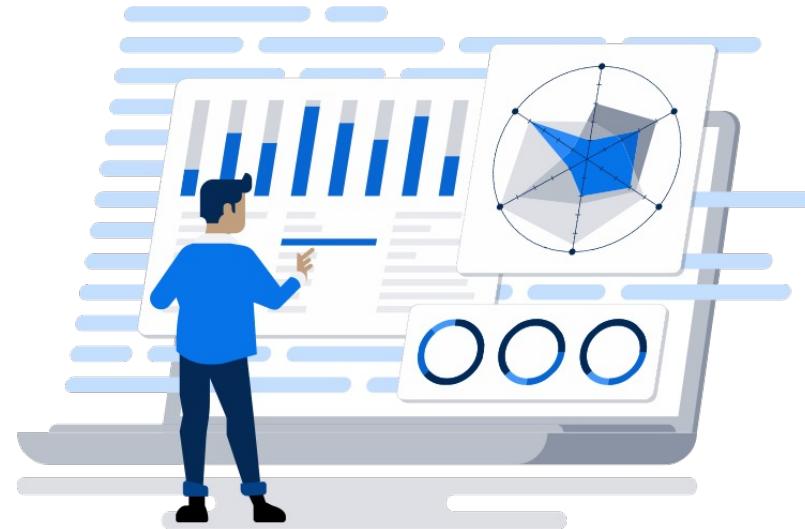
**A template containing a pre-prepared grid and the extended palette is coming soon.**

**The full guide on producing flat illustrations is coming soon.**



# Flat Illustration Examples

6.0 SAS ILLUSTRATIONS



**sas**

**Harvest every last drop of insight**

SAS helps farmers leverage AI, IoT and analytics to solve the worlds most critical challenges and feed the future.

**Find out more at [sas.com](#)**

A white rectangular card featuring a blue water droplet icon containing green and blue pie charts. A small drone is shown hovering above the droplet. The SAS logo is in the top left corner.

**Integrated data for improved clinical decisions.**

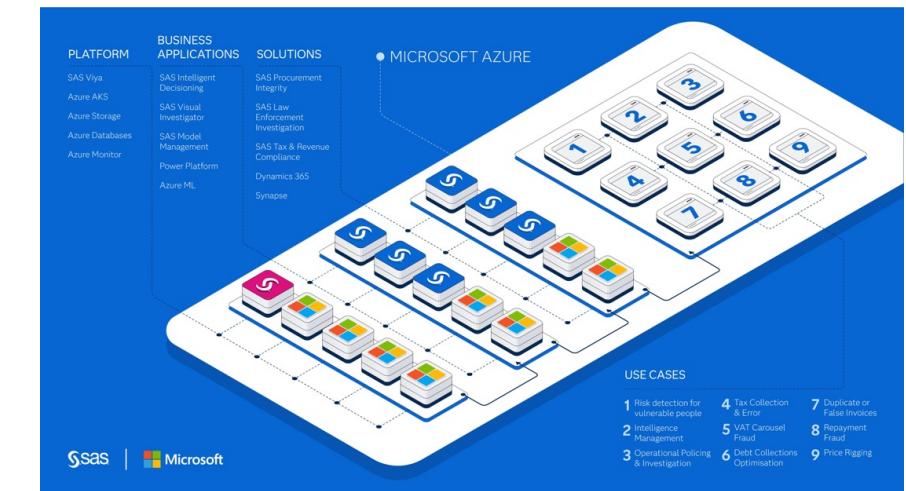
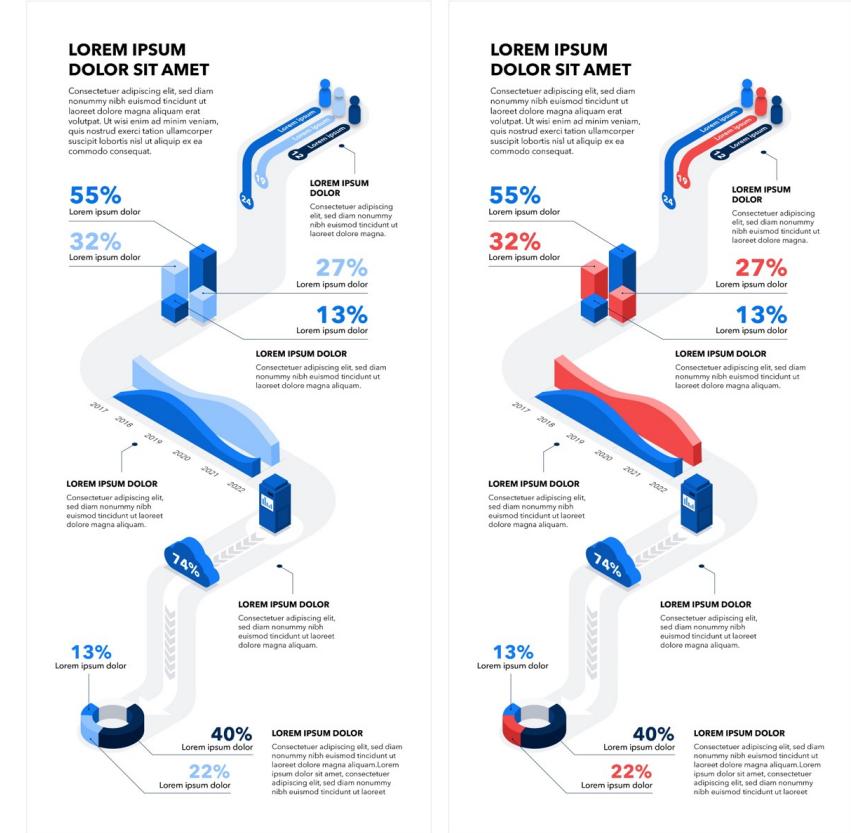
Rise to the challenges of digital health, improving the way you discover, develop, manufacture and commercialize therapies.

A white rectangular card featuring a stethoscope icon connected to a network of blue dots forming a brain-like structure. The SAS logo is in the top right corner.

We often use diagrams and infographics to communicate ideas and create clarity and understanding.

Isometrics can be used to describe systems and processes and add visual interest to data visualizations and representations of our products.

Be mindful that graphs and charts should prioritize clarity over style, so use isometrics only where it will not compromise the accurate interpretation of the data.

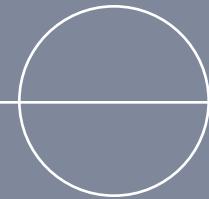


## Infographics

Isometrics can be used to tell stories in infographics. In most cases, this would be for marketing purposes to help explain complex concepts at a non-technical level, visualize data, and bridge the gap between user and software.

## Diagrams

Isometric diagrams are useful tools for communicating technical processes, systems and concepts. They make use of consistent and commonly understood icon language to effectively and concisely present information.



## 7.0 SAS Voice

A famous playwright said, “Words are sacred. They deserve respect. If you get the right ones in the right order, you can nudge the world a little.”

At SAS, we agree. We choose each word with intention. And it’s not just what we say that matters. It’s how we say it. Our voice creates personal connection and inspires action.

Our brand is how we show ourselves to the world, from our outward appearance, demonstrated by our design philosophy, to how we speak and choose our words. All are linked to give people a sense of who we are and what we stand for in the world.

The four qualities below describe the distinctive character of our voice that we want to show the world.

## Bold

We write to excite, engage and get our message heard. We explain complex technology in clear, direct terms. We use analogies, metaphors and clever turns of phrases without slipping into clichés and jargon.

## Accessible

Our words speak to individual customers personally and respectfully. We write to make complex ideas approachable.

## Dynamic

We are a brand of action; we use active voice whenever possible. We communicate our dedication to progress with optimism and passion for the future.

## Relevant

We are empathetic and understanding. We are conversational and clear, with words like “you” and “us.” We speak to a variety of personas and industries, in multiple channels. Know your audience and use their language.

When we communicate, let's show that we understand our audiences' needs, motivations and challenges. Some things to keep in mind:

**Conversational copy is the best way to create content that engages, entertains and educates.**

*"Is it time to upgrade and run your analytics in the cloud? We understand it's daunting."*

**Instead of talking to an industry, speak to a person.**

*"The only thing more valuable than data is your data scientist's time."*

**Don't just talk about product features and functions. Express how the product benefits them personally.**

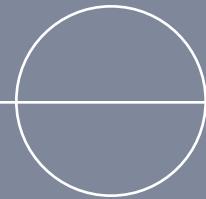
*"Viya ensures that all your models go somewhere quick rather than nowhere fast."*

**Be bold and assertive with our technological abilities to deliver.**

*"The quickest way from a billion points of data to a point of view."*

**Explore how to use metaphors creatively instead of speaking in technical terms.**

*"Every business runs on data. SAS Viya is how you sprint with it."*



## 8.0 Video

Our videos bring clarity to complexity in a dynamic way. We focus on subjects that are relevant to a variety of audiences and aim to connect with what truly matters to them. We are not self-serving in our productions, we are empathetic and human whether we are exploring how a customer is getting value from our software or teaching them how to use it. We use this powerful medium to engage the hearts and minds of customers.

UPDATES COMING Q4 2025

# Video Overview

8.0 VIDEO

Considerations for the production of SAS videos and animations are wide and varied. These guidelines are meant to summarize graphic best practices and common approaches for the majority of our video assets.

For color, logo usage and font guidelines see the appropriate pages within this Guidelines document. Tone and personality of scripts, on-screen talent and voice over talent is also to be followed.

See page 2 for a Table of Contents.

# Standard Open and Close Graphics

8.0 VIDEO

The SAS video open, and the SAS and SAS Viya standard close graphics create consistency between all SAS video content.

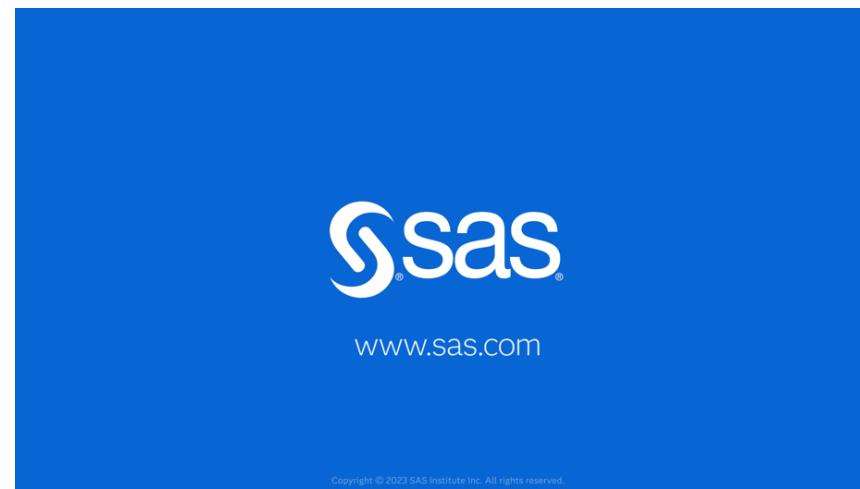
The SAS Viya close is reserved for Viya specific, industry agnostic videos. (Education and demos in particular, some campaign assets, etc.)

The SAS open is meant to be just that, a quick two second animation to introduce SAS early in a video.

Please note that the closing graphics also contain the necessary copyright information.

Videos tied to the Get More Done campaign have a bespoke closing animation.

Contact [getmoredone@sas.com](mailto:getmoredone@sas.com) for details



It is optimal that interview footage is shot to support the name and title of speakers, especially in customer stories and executive footage. Using the layout below layered over the footage is optimal. If the background is busy, you may utilize the additional graphic behind the text for better readability.

A [template for creating lower thirds](#) can be found on brand.sas.com



ANOVA REGULAR, 82 pt, Mixed case

## Bryan Sale

Professor of Management Information Systems  
Stonehill College

ANOVA REGULAR, 34 pt, Mixed case, Leading (Auto)

# Close Captioning

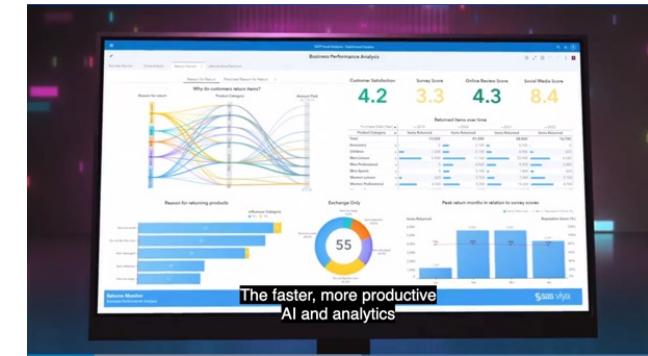
8.0 VIDEO

Captioning is an important part of telling a video story especially within typical sound off platforms.

Keep the bottom 20% of all videos clear of all on-screen text to allow for caption placement.

Please provide English captions in the WebVTT (.vtt) format for use as closed captions within our various video players.

If burned in captions (open captions) are necessary, please contact the SAS video department via [sas.brand@sas.com](mailto:sas.brand@sas.com) for the most current specs for the visual treatment.



Visitors to the Galapagos Islands are always eager to take home memories of green sea turtles.



Avoid placing graphic content in the lower 20% of the screen to allow space for captions.

A corner logo, watermark (or bug) is useful when branding is desired to be visible for the duration of a video.

The top left or top right corner positions are preferred placement as they are more likely to stay out of the way of captions and other graphic elements. It's best practice to check the specific usage guidelines of each video platform when determining placement and use.

Logo height for standard HD or 4K should be 10% of the overall frame height. For other sizes or formats of video, consider the final viewing size, and size the logo so that it is legible. Avoid using the logo if it cannot be placed in a way that is unobtrusive. It should never overwhelm the content.

The transparent logo watermark should be set to approximately 35% opacity.

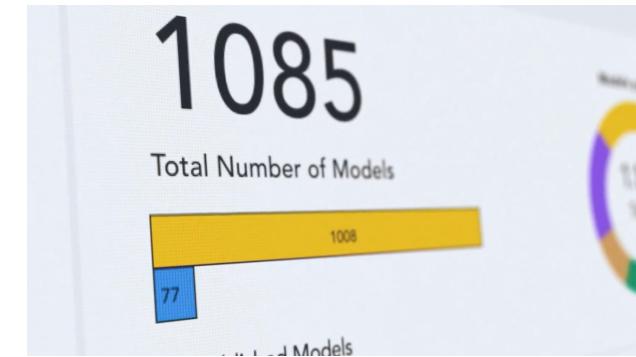
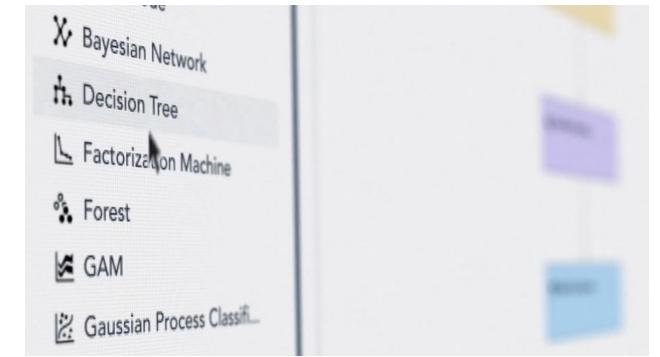
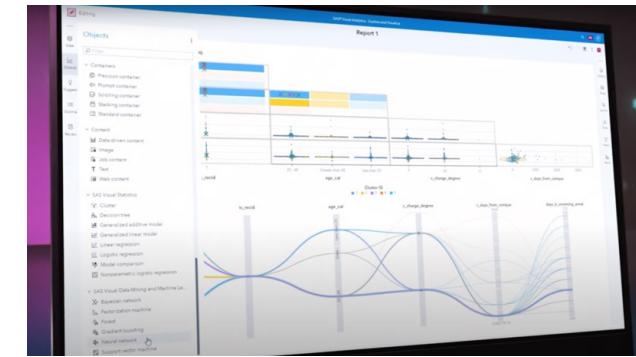
A [template for bug placement](#) can be found on brand.sas.com



The top left or the top right are preferred placement.

Representing our product in action is central to our integrated brand story. Replicated product screenshots need to remain true to the actual product. A system has been developed by the video team for creating dynamic clips using selective focus, motion and screen interactions to bring the product to life in video.

**Please source all UIs and demo clips from your product managers.** It is important we are always using the latest and current product screens in the videos that are produced.



The SAS Brand is energetic and fresh. Choose music that matches the mood you're creating for the audience. It should add to the message and not distract. Serious or long form content should not have music throughout.

To reduce unnecessary cost and delay, music should be chosen from libraries that SAS has licensed or own outright. Please contact the SAS audio team via [sas.brand@sas.com](mailto:sas.brand@sas.com) for music options as well as any questions. Outside music choices will need legal contract review.

This SAS Owned music library is free and can be used for any brand appropriate projects.

Audio specifications:

- Voice and music (when used) need to be present on both the left and right channels
- Volume should meet -16LUFS (+/- 1dB)
- Digital clipping is not acceptable
- Sample rates should be 44.1KHz or 48Khz.



# Web Experience Overview

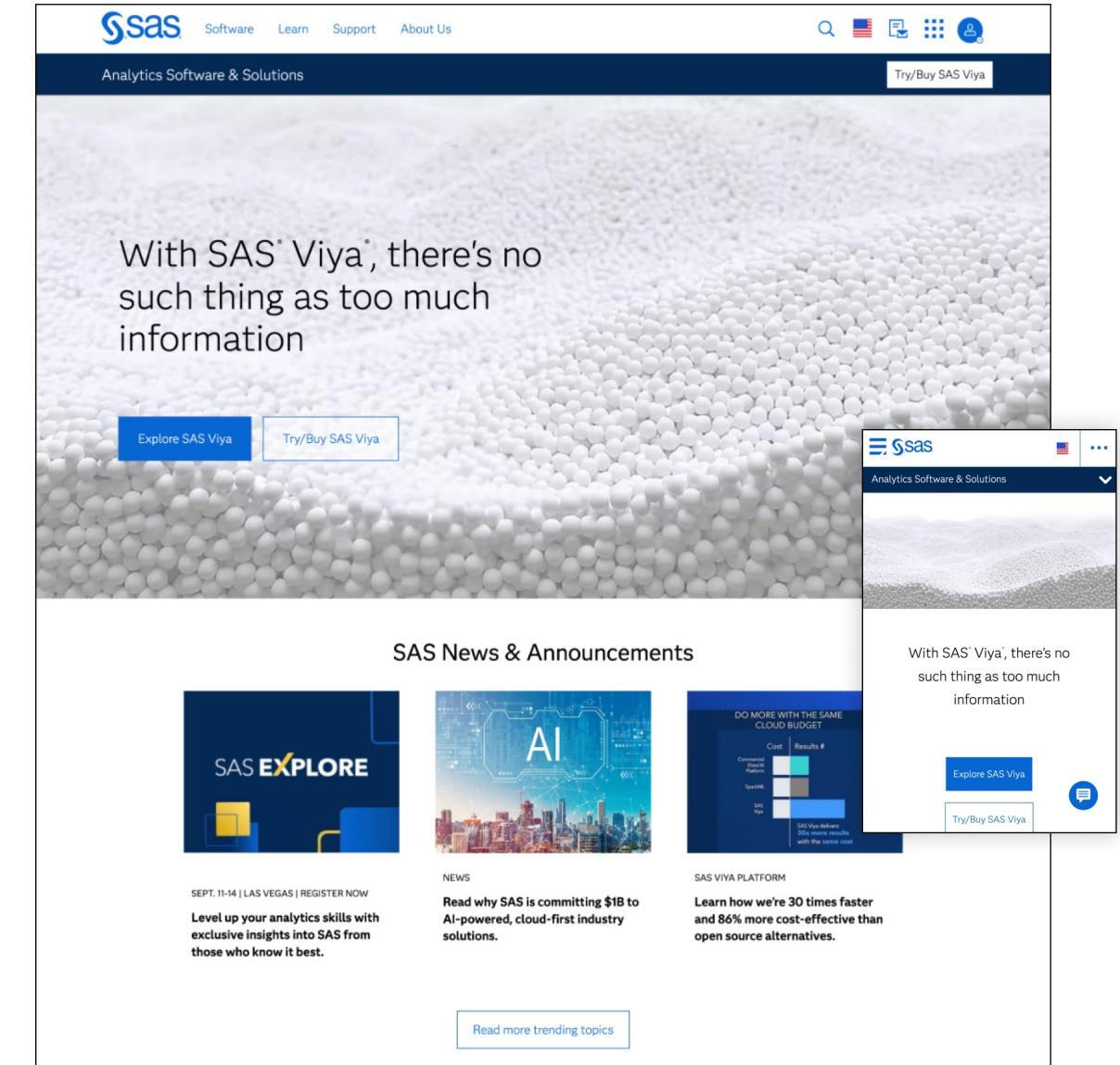
9.0 WEB EXPERIENCE

SAS' commitment to delivering innovative, engaging and user-friendly experiences across the entire SAS corporate web ecosystem stems from our deep understanding of the digital landscape's ever-evolving nature.

We recognize that innovation is at the core of relevance in today's fast-paced online world. We are constantly pushing boundaries, exploring new technologies and refining design strategies to ensure that our experiences are not just functional, but also inspire and engage our visitors.

Our approach prioritizes performance, accessibility and responsive design techniques, ensuring that our digital solutions cater to a diverse audience while maintaining optimal functionality across all devices and platforms, giving SAS the greatest opportunity for success.

For more detailed information, visit: [Web Guidelines & Standards](#).



Our web properties use specific colors from our brand color palette that maximize visibility on screen.

The web color palette is used on all web experiences created for sas.com and other web properties, such as Communities, blogs, video, etc.

Colors from the expressive color palette should not be used as background fields of color, separator bars or overlays. Do not apply artificial tints to any of the colors (colors should be used at full strength).

For more detailed information, visit: [Web Guidelines & Standards](#).

## PRIMARY COLOR

**SAS Blue**  
HEX #0766D1

## SECONDARY GROUP

**Midnight Blue**  
HEX #032954

**Medium Blue**  
HEX #4398F9

**Light Blue**  
HEX #C4DEFD

## NEUTRAL GROUP

**Charcoal**  
HEX #454E5D

**Slate**  
HEX #7E889A

**Smoke**  
HEX #B1BACB

**Stone**  
HEX #CCD3DD

**Fog**  
HEX #E9EDF1

**Linen**  
HEX #F8F9FB

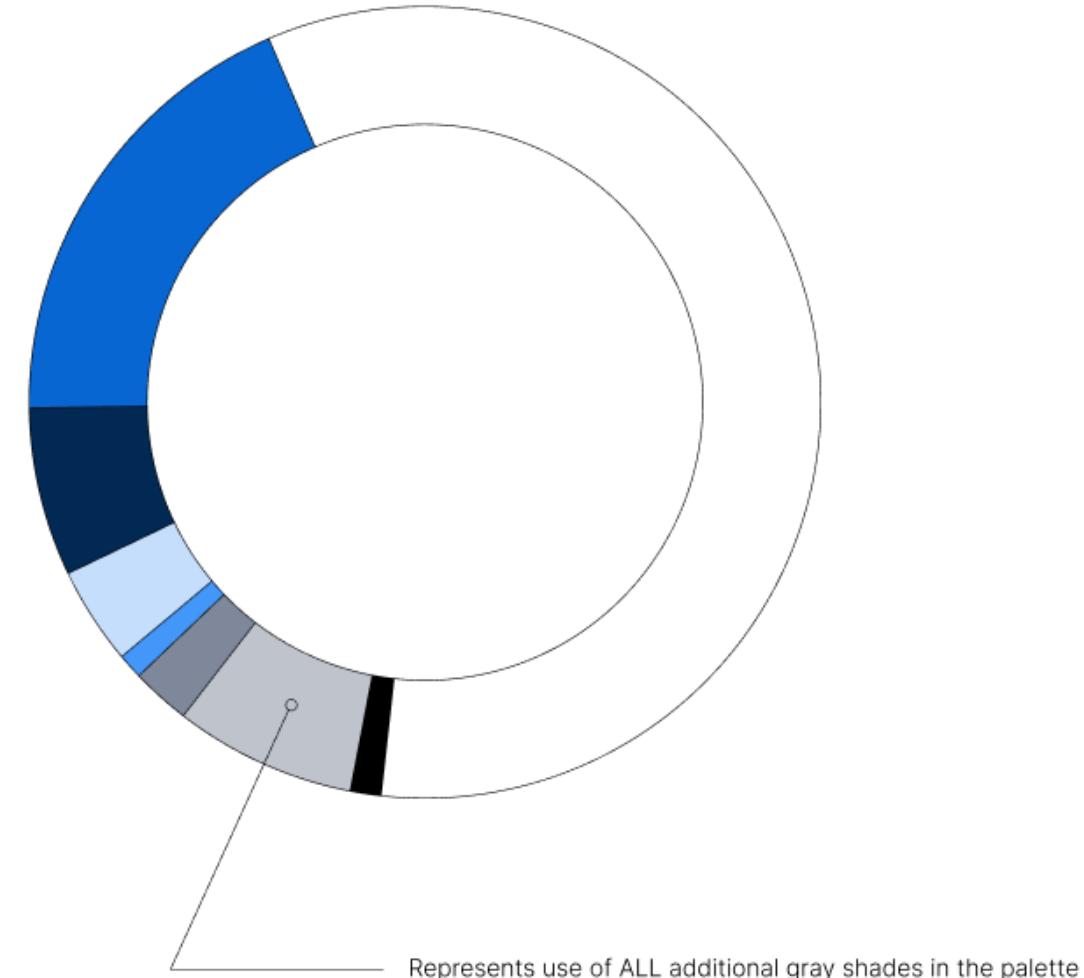
**Black**  
HEX #000000

**White**  
HEX #FFFFFF

Color proportion is an important aspect of the overall feel of the SAS brand. The web has a specific color proportion that should be adhered to when creating any experience.

The overall “canvas” of any SAS web experience should be white. Color should be applied, via design elements that use solid color, by using the primary color palette of blue and gray values to craft the overall color proportion of any web experience.

For more detailed information, visit: [Web Guidelines & Standards](#).



The accent colors are intended to supplement color variation to defined use cases where the primary color palette fails to provide enough color differentiation.

This palette is to be used for content that focuses on event or campaign activity to provide unique coloring for this specific content.

No more than one color group from the colors listed should be used in conjunction with the primary color values (see the primary color palette page) to create a unique palette for that campaign or event.

Accent colors may also be incorporated into illustrations if the addition of color will enhance the story.

For more detailed information, visit: [Web Guidelines & Standards](#).

## YELLOW GROUP

**Deep Yellow**  
HEX #D9A30B  
R217 G163 B11  
C3 M28 Y97 K9

**Yellow**  
HEX #FFCC33  
R255 G204 B51  
C1 M16 Y83 K1

**Light Yellow**  
HEX #FFDF73  
R255 G223 B115  
C2 M9 Y63 K1

## RED GROUP

**Deep Red**  
HEX #CC2D2D  
R204 G45 B45  
C3 M91 Y86 K6

**Red**  
HEX #F24949  
R242 G73 B73  
C0 M80 Y66 K0

**Light Red**  
HEX #FF9999  
R255 G153 B13  
C0 M44 Y24 K0

## TEAL GROUP

**Deep Teal**  
HEX #06C1CC  
R6 G193 B204  
C65 M1 Y17 K0

**Teal**  
HEX #3ADBE6  
R58 G219 B230  
C48 M0 Y12 K0

**Light Teal**  
HEX #79E8F2  
R121 G232 B242  
C37 M0 Y8 K0

## GREEN GROUP

**Deep Green**  
HEX #29B869  
R41 G184 B105  
C68 M0 Y73 K0

**Green**  
HEX #36D982  
R54 G217 B130  
C50 M0 Y50 K0

**Light Green**  
HEX #79F2AF  
R54 G217 B130  
C35 M0 Y31 K0

# Web Design Composition

9.0 WEB EXPERIENCE

We have used the direction of our corporate brand element strategy and made implementation more specific for the web environment. In doing so, we are able to use elements such as illustration, shape and photography (as defined by the main brand directive) in compelling and consistent ways to tell a complete story around any piece of content.

The end result is a clean, crisp presence that evokes simplicity and confidence.

For more detailed information, visit: [Web Guidelines & Standards](#).

The screenshot shows the SAS Marketing Analytics homepage. At the top, there's a navigation bar with links for Software, Learn, Support, About Us, and Try SAS. Below the navigation is a search bar and a language selector. The main header reads "Marketing Analytics :: Overview Products Resources". A large hero image features a woman holding shopping bags, with text overlay: "Reimagine marketing with trusted analytics and powerful decisioning." Below the hero image are two call-to-action buttons: "Contact a Specialist" and "Request a Demo". To the right of the hero image, there's a sidebar with sections for "How it Works" (including "Email & Database" and "Data & Decision"), "In the Spotlight" (with a featured article about SAS being a luminary in Cetn's Insurance Fraud Detection Solutions), and "Enabling Technologies to Accelerate Your Digital Transformation" (with icons for "Machine Learning", "Cloud Computing", and "Cloud Services"). The bottom section contains three large data points: ">1400 insurance companies are using SAS worldwide", "90% of insurance companies in the Fortune Global 500 rely on SAS", and "47 number of top 50 largest global insurers relying on SAS".

With the introduction of our custom font, Anova, we are transforming the way we integrate typography within the experiences we create.

The usage categories in the web design system make web typography easy to use and to update.

For more detailed information, visit: [Web Guidelines & Standards](#).

MAIN HEADLINE

**The quick brown fox jumps over the lazy dog**

SUB HEADLINE

The quick brown fox jumps over the lazy dog

SECTION HEADING

**The quick brown fox jumps over the lazy dog**

SECTION SUB HEADING

The quick brown fox jumps over the lazy dog

DECORATIVE LARGE

**The quick brown fox jumps over the lazy  
dog**

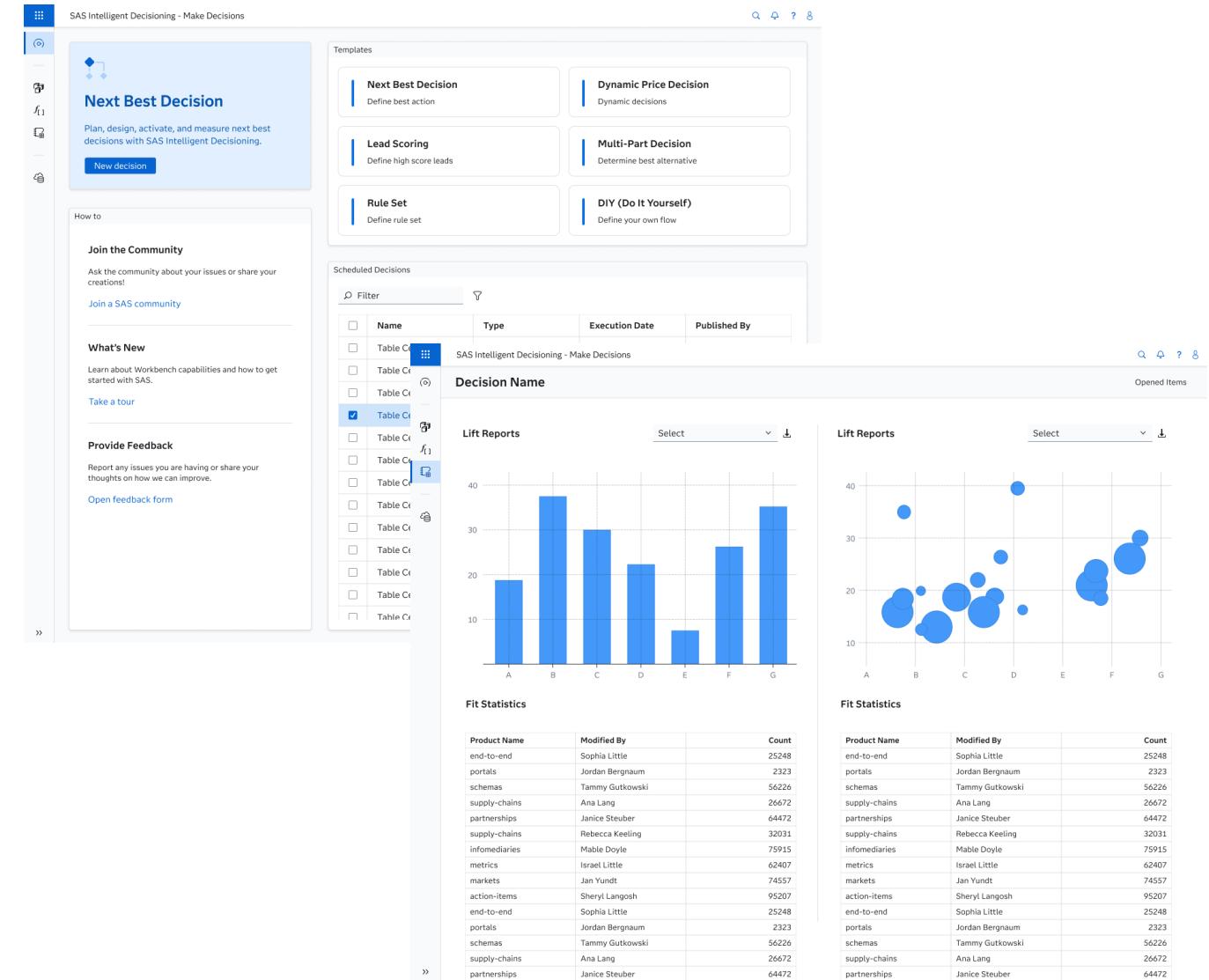
# Displaying Product Screenshots in Marketing Materials

9.0 WEB EXPERIENCE

For marketing purposes, product screenshots are only displayed in the Light theme. We should not display Dark- or High Contrast-themed screenshots in marketing materials.

To avoid distraction from the product, please do not place product screenshots on bold or highly patterned backgrounds.

Screenshots should not be framed in monitor or laptop screen photography.



# UI and Design Patterns

9.0 WEB EXPERIENCE

The SAS web experience relies on a design system built within our CMS to provide those creating experiences with the tools to produce pages that look and feel like part of the overall family. It is important to create familiar and consistent designs for ease of use and to strengthen our brand.

UI elements, such as navigation, interaction buttons and hyperlinks and site utilities (search, country selector, chat, etc.) are designed and distributed at a global level and are inherited by all pages.

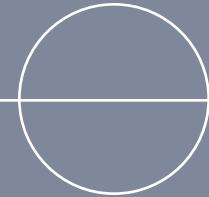
Design patterns are also created on a global level (to ensure performance, accessibility and responsiveness) but these elements are used by the individual page creators and applied on a page-to-page basis. The design patterns are kept in a central repository where they can be placed onto a page and modified with the appropriate content. Patterns are categorized based on their common use case and help to provide consistency across everything we do.

The library of design patterns can be expanded by identifying new patterns and their use cases to become part of the library.

For more detailed information, visit: [Web Guidelines & Standards](#).

The image displays three examples of the SAS 9.0 Web Experience:

- Landing Page (Marketing Analytics):** Shows a hero section with a person interacting with a digital interface, followed by two whitepaper download cards: "Why is a SAS 9 content assessment key in migrating to SAS Viya?" and "The total economic impact of SAS Viya on Azure".
- Mobile Chat Support (Chat with SASHA):** A screenshot of a mobile application showing a conversation with an AI assistant named SASHA. The interface includes a header with the SAS logo and "Chat support", a message input field, and a list of messages from SASHA.
- Content Space Button Options:** A library component titled "Content Space Button Options" featuring two blue buttons labeled "Lorem Ipsum". Below each button are labels "Primary Button" and "Secondary Button".



## 10.0 Creative Application

This book is full of creative rules and guidelines. Know them well and apply them.  
But remember, one rule stands above all the others: Do extraordinary creative work.

Providing beautiful spaces for employees to work in has always been a priority for SAS. Many buildings feature both relaxed, quiet settings and flexible, collaborative spaces. We know that both environments are needed to foster creativity and innovation. We believe in sustainable materials and practices. Our office designs are modern and energetic, using natural light, glass, wood and other natural materials. Our public spaces are inviting and uncluttered.

## Appropriate Design Elements

- SAS logo
- Color palettes and accent colors
- Compositions using our shape language

## Appropriate Graphics

- Value posters
- Inspirational quotes

## Appropriate Locations

- Entrances
- Lobbies
- Flags
- Digital signs
- Seating or common areas



An event, program or campaign may require its own identity, including a unique word mark.

Anova should be the only typeface used in the mark. The SAS logo should be displayed near the word mark, but it should not be incorporated into it.

Our Brand and Creative teams can help you determine if an event or campaign justifies the creation of a unique mark. When evaluating the need, considerations will include the audience, reach and duration of the campaign, program or event.

HACKATHON>



SAS  
PROGRAMMER  
WEEK  
*< in code we can />*

ANALYTICS IN 20

experience  
2030

**Questions?** Visit [brand.sas.com](http://brand.sas.com). Contact [sas.brand@sas.com](mailto:sas.brand@sas.com).

